



EXECUTIVE SUMMARY

Recommendation that the Broward College District Board of Trustees authorize the standard agreement (purchase order) with Denise Duhamel for SpringFest's Seahawk Writing Conference 2025. Fiscal Impact: \$1,000.00, Cumulative amount: \$0.00, Revenue: \$0.00

Presenter(s): Jeffrey Guild, Vice Provost of Academic Affairs

1. Describe the purpose of this purchase of goods, services, information technology, construction, or use of space. Duhamel is a poet who would lead the keynote workshop titled "Writing through Loss and What We Gain" for participants at the 2025 AHCD Springfest's Seahawk Writing Conference, Broward College's annual program hosted by the Arts, Humanities, Communication & Design Pathway. The program's purpose is to celebrate the Arts & Letters, and this year's theme is "Renaissance: Making the Old New."

2. Describe the competitive solicitation method used or, if none, the exemption relied on for bid waiver. Small purchase for Category One (\$0.00 - \$10,000) per College Procedure A6Hx2-6.34 was used, where there are no formal or informal competitive requirements for goods and services acquired by the College at this dollar threshold. One quote was obtained by the requesting department to identify the best value for the required commodity or service. No bid waiver was used.

3. Describe business rationale for the purchase and how it was procured.

(A) What is the benefit of the purchase. If there is an ROI, describe the ROI and how calculated. The speaker sharing their writing experience expertise will show students and community members one of the ways in which they can contribute to the writing community at large and learn ways to begin and sustain their own writing practices.

(B) How does the purchase support the Strategic Business Plan. SWC provides students with a customized learning experience where they can meet with experts in the field and show them one of many career opportunities that are available to creatives.

(C) If applicable, what is the rationale for the use of piggybacks, existing contract extensions, bid waivers in lieu of the College conducting a competitive solicitation. Not Applicable

(D) If a competitive solicitation process was conducted by the College, describe the process. Not Applicable

This Executive Summary is approved by:

**Jeffrey Guild
Vice Provost of Academic Affairs**

Denise Duhamel

2201 South Ocean Drive
Unit #2203
Hollywood, FL 33019
(954) 608-8410
denise.duhamel@gmail.com

QUOTE

QUOTE #1
DATE: 11/03/2023

TO:
Broward College
3501 SW Davie Road
Davie, FL 33314
(954) 201-6840

FOR:
Craft Talk

DESCRIPTION	AMOUNT
80-min craft talk where the vendor will do a reading and a Q&A session with participants	\$ 1000
TOTAL	\$ 1000

If you have any questions concerning this invoice, contact

Thank you for your business!

Exhibit “A” to Purchase Order

Statement of Work

Project Title: 2025 AHCD SpringFest’s Seahawk Writing Conference

Date of Service: March 14, 2025 (*Tentative Date*)

Location: South Campus, Building 68, Room 191, 7200 Pembroke Pines Blvd., Pembroke Pines, FL 33024

Service Provider: Denise Duhamel

Project Overview

Poet Denise Duhamel will lead a workshop titled “Writing through Loss and What We Gain,” where she will guide participants through writing prompts as well share her own poems. They will discuss sentimentality versus sentiment, and how to engage readers through specific detail.

Scope of Work

- **Performance Details:**
 - A full, open-campus (open to all students) presentation and discussion
 - Duration of the presentation will be approximately 60 minutes.
- **Logistics:**
 - Coordination with the Arts, Humanities, Communication & Design (AHCD) Pathway regarding scheduling, technical requirements, and promotional materials.
- **Promotion:**
 - Collaboration with the AHCD Pathway to promote the event through social media, press releases, and other marketing channels.

Deliverables

- A successful presentation is tentatively scheduled for March 14, 2025/ or when PO is issued to schedule for a further date, at South Campus.
- A post-event report summarizing attendance, audience feedback, and any notable aspects of the presentation.

Responsibilities

- **Denise Duhamel:**
 - Deliver a high-quality presentation.
 - Ensure all logistical aspects of the presentation are managed effectively.
- **AHCD Pathway:**
 - Facilitate the venue arrangements and necessary work orders and permits.
 - Assist with promotion and audience outreach.

Total Consideration Payable for the Services: \$1000